

Vision Value Network

chain XTRA.

- electronic marketing network \rightarrow media -

NETWORK =

size - 250 stores 1-5 hours/role

40MM communication / transaction w/ consumers

Projection 1,000 stores by 12 months - 6 MM HIT

strategy - "Retail Convenience?"
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* joint license Agreement. (run each other's stores in their store)

future of DM & Data Base - (as Mgt)

* Retail issues - How get access to Shoppers -

* Marketing

share requirement.

* Analyse a store customer.

Labs -

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